



WKMG

ORDER

Print Date 10/08/12 Page 1 of 3

Flight Dates 10/09/12-10/15/12

<u>Contract / Revision</u>	261468 /	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>		<u>Agency Com</u>	<u>Estimate #</u>	2002
	10/08/12 10/08/12	15%	<u>Alt Order #</u>	06366386
<u>Advertiser</u>	Pol/Pres/D/Barack Obama	<u>Billing Contact</u>	<u>Billing Type</u>	Cash
New till 02/05/09			<u>Order Type</u>	GENERAL
<u>Agency</u>	GMMB		<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>			<u>Billing Calendar</u>	BROADCAST
3050 K Street NW Suite 100 Washington, DC 20007			<u>Demographic</u>	A35+
			<u>Rev Codes</u>	AGY POL CAND
			<u>Product Codes</u>	PL-Presidential-Democrat
			<u>Priority</u>	P-2
			<u>Advertiser Ref</u>	

Primary Account Executive

Kristen Waskie

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Kristen Waskie	100%		

Order Share 100% Market Value 50560

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order TotalsBilling Plan

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
October 2012	31	\$42,976.00	\$50,560.00	0.00	10/01/12	10/15/12	31	\$42,976.00	\$50,560.00
Totals	31	\$42,976.00	\$50,560.00	0.00					

<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>
E 1	WKMG	10/09/12	10/15/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		2	\$350.00			0.00					
E 2	WKMG	10/09/12	10/15/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWTF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		2	\$450.00			0.00					
E 3	WKMG	10/09/12	10/15/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		2	\$125.00			0.00					
E 4	WKMG	10/13/12	10/13/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/13/12	MTWTF--		2	\$40.00			0.00					



WKMG

Print Date: 10/08/12

Page 2 of 3

Contract / Revision

261468 Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/08/12 / 10/08/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 2002

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
E 4	WKMG	10/13/12	10/13/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1-		1	\$40.00			0.00					
E 5	WKMG	10/14/12	10/14/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1		1	\$1,400.00			0.00					
E 6	WKMG	10/09/12	10/15/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MTWTF--	:30	2	\$110.00	P-2	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		2	\$110.00			0.00					
E 7	WKMG	10/09/12	10/15/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		2	\$600.00			0.00					
E 8	WKMG	10/09/12	10/15/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		2	\$1,200.00			0.00					
E 9	WKMG	10/09/12	10/15/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		2	\$900.00			0.00					
E 10	WKMG	10/14/12	10/14/12	1030-1130a Face Nation Face The Nation	CM	1030-1130a	-----1	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1		1	\$1,300.00			0.00					
E 11	WKMG	10/09/12	10/15/12	530-6p The Insider Insider	CM	530p-6p	MTWTF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		2	\$650.00			0.00					
E 12	WKMG	10/09/12	10/15/12	News at 6p News at 6p	CM	6-630p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF-		1	\$1,000.00			0.00					
E 13	WKMG	10/09/12	10/15/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MTWTF--	:30	2	\$325.00	P-2	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		2	\$325.00			0.00					
E 14	WKMG	10/14/12	10/14/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1		1	\$9,000.00			0.00					
E 15	WKMG	10/09/12	10/09/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1----	:30	1	\$11,000.00	P-2	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1----		1	\$11,000.00			0.00					
E 16	WKMG	10/14/12	10/14/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----1	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1		1	\$8,000.00			0.00					



WKMG

Print Date: 10/08/12

Page 3 of 3

Contract / Revision

261468 Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/08/12/ 10/08/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 2002

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Spots</u>	<u>Totals</u>	
														Spots	Amount	
E 16	WKMG	10/14/12	10/14/12	Sun Prime 8-9p	CM	8-9p	-----1	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00	
				Amazing Race												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----1		1	\$8,000.00			0.00						
E 17	WKMG	10/09/12	10/15/12	M-F 11p News	CM	11-1135p	MTWTF--	:30	2	\$1,700.00	P-2	0.00	NM	2	\$3,400.00	
				M-F 11p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/09/12	10/15/12	MTWTF--		2	\$1,700.00			0.00						
E 18	WKMG	10/09/12	10/15/12	M-F David Letterman	CM	1136p-1238a	MTWTF--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00	
				David Letterman												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/09/12	10/15/12	MTWTF--		2	\$250.00			0.00						
E 19	WKMG	10/13/12	10/13/12	College Football Today	CM	3-330p	-----1-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00	
				College FB Today												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----1-		1	\$2,500.00			0.00						
E 20	WKMG	10/14/12	10/14/12	NFL TODAY	CM	various	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00	
				NFL TODAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----1		1	\$3,000.00			0.00						
		Totals												31	\$50,560.00	



WKMG

ORDER

Print Date 10/08/12 Page 1 of 3

<u>Contract / Revision</u>	261407	/	OBAMA FOR AMERICA	<u>Alt Order #</u>	06365568
<u>Original Date / Revision</u>	Agency Com	15%		<u>Billing Type</u>	Cash
10/08/12	10/08/12			<u>Order Type</u>	GENERAL
			<u>Billing Contact</u>	<u>Billing Cycle</u>	EOM/EOC
<u>Advertiser</u>	Pol/Pres/D/Barack Obama	3050 K Street NW		<u>Billing Calendar</u>	BROADCAST
New till	02/05/09	Suite 100		<u>Demographic</u>	A35+
<u>Agency</u>	GMMB	Washington, DC 20007		<u>Rev Codes</u>	AGY POL CAND
<u>Buying Contact</u>	Sales Office	PHI		<u>Product Codes</u>	PL-Presidential-Democrat
3050 K Street NW	Sales Region	NAT		<u>Priority</u>	P-2
Suite 100	Agency Ref			<u>Advertiser Ref</u>	
Washington, DC 20007					

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 64465

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	31	\$54,795.25	\$64,465.00	0.00	10/01/12	10/15/12	31	\$54,795.25	\$64,465.00
Totals	31	\$54,795.25	\$64,465.00	0.00					



WKM

Print Date: 10/08/12

Page 2 of 3

Contract / Revision

261407 Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/08/12/ 10/08/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1897

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
E 4	WKM	10/09/12	10/15/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	3	\$125.00	P-2	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		3				\$125.00		0.00			
E 5	WKM	10/13/12	10/13/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1-		1				\$40.00		0.00			
E 6	WKM	10/14/12	10/14/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1		1	\$1,400.00			0.00					
E 7	WKM	10/09/12	10/15/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		3	\$1,200.00			0.00					
E 8	WKM	10/14/12	10/14/12	1030-1130a Face Nation Face The Nation	CM	1030-1130a	-----1	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1		1	\$1,300.00			0.00					
E 9	WKM	10/09/12	10/15/12	530-6p The Insider Insider	CM	530p-6p	MTWTF--	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		4	\$650.00			0.00					
E 10	WKM	10/09/12	10/12/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		2	\$1,000.00			0.00					
E 11	WKM	10/15/12	10/15/12	Mon Prime 9p 2 Broke Girls	CM	9-930p	1-----	:30	1	\$13,000.00	P-2	0.00	NM	1	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----		1	\$13,000.00			0.00					
E 12	WKM	10/09/12	10/09/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-----		1	\$12,000.00			0.00					
E 13	WKM	10/10/12	10/10/12	Wed Prime 8p Survivor	CM	8-9p	--1----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--1----		1	\$3,200.00			0.00					
E 14	WKM	10/12/12	10/12/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----1--		1	\$9,000.00			0.00					
E 15	WKM	10/14/12	10/14/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----1	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1		1	\$8,000.00			0.00					
E 16	WKM	10/09/12	10/15/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	3	\$1,700.00	P-2	0.00	NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		3	\$1,700.00			0.00					



WKM

Print Date: 10/08/12

Page 3 of 3

Contract / Revision**261407** Flight Dates **10/09/12-10/15/12**Hiatus DatesOriginal Date / Revision

10/08/12/ 10/08/12

Order Sep 00:15:00Advertiser **Pol/Pres/D/Barack Obama** Product **OBAMA FOR AMERICA**Estimate # **1897**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	<u>Totals</u>
															Amount
E 16	WKM	10/09/12	10/15/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	3	\$1,700.00	P-2	0.00	NM	3	\$5,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/09/12 10/15/12 MTWTF-- 3 \$1,700.00 0.00															
															Totals 31 \$64,465.00